



MANAGEMENT SCIENCE ASSOCIATES, INC.
MARKET SCIENCE ASSOCIATES

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FACSIMILE DELIVERY REQUEST FORM	
DATE:	March 29, 1999
TO:	
COMPANY:	
# PAGES:	1
FROM:	Joel Kocur (MSA)
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*All Other (A/O) Manufacturer data projected by MSA based on CRA data month of December 1998

**EARLY WEEKLY INDUSTRY
ESTIMATED VOLUME --
WEEK ENDING March 26, 1999**

Note: High/Lows are based on a +/- 10% deviation from 13WM average.

Co.	TOTAL (000)	TOTAL SHARE	PREMIUM BRANDS (000)	PREMIUM BRANDS SHARE OF CATEGORY	DISCOUNT CATEGORY (000)	DISCOUNT CATEGORY SHARE OF CATEGORY
B&W	1,032,218	12.80	486,046	L 7.90	546,173	28.58
LIG	97,968	1.21	23,568	0.38	74,400	H 3.89
LLD	736,556	L 9.13	H 616,274	10.01	L 120,282	L 6.29
PM	H 4,227,761	52.42	H 3,828,092	62.20	L 399,670	20.91
RJR	1,818,173	22.54	H 1,187,430	19.29	630,743	33.00
A/O	H 152,718	1.89	H 12,872	0.21	H 139,845	H 7.32
Total	8,065,394	100.00	H 6,154,282	100.00	1,911,113	100.00

DISCOUNT SHARE = 23.70%
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